

ABSTRACT

To be capable of correcting a captured image to an image desirable to a user only by using a digital still
5 camera.

An RAM 15 storing the image data of an image for which tone correction is to be performed in a standard color space format and a tone correction circuit 35 are provided. The image data is read out from the RAM 15, and the tone
10 correction is performed for the readout image data in the tone correction circuit 35. In automatic tone correction, luminance signals of the image are statistically analyzed to categorize the image, and an appropriate correction curve is used to correct the image.